



GCI Expands California Offering

New York, NY (October 29, 2003) -- GCI Group today announced the expansion of its service offering in California by creating a singular entity called GCI California which will combine the resources of the firm's Los Angeles and San Francisco's operations, as well as leverage the integrated marketing services of Grey Global Group.

Jake Drake, president of GCI Los Angeles, will become president of GCI California. In San Francisco, the firm will replicate the successful business model GCI enjoys in Atlanta by becoming more aligned with other Grey Global Group units. Casey Jones, chief executive of Grey Global Group in San Francisco, will serve on the Board of GCI California. Drake will serve on Grey's Bay Area executive board.

"California is a market unto itself and it makes perfect sense to treat the state as a single region rather than two somehow divided in the middle," said Bob Feldman, chief executive of GCI Group. "Jake has done a great job building our presence in Los Angeles and can now expand that in a more logical way. Casey is a rare executive: He's fully schooled and immersed in all communications disciplines and can serve us remarkably well in the Bay Area and beyond."

Jones, who has a background in public relations, manages all Grey business units in San Francisco with his partners, Betsy Sperry and Bill Burkart (advertising, media buying, direct response, interactive). Like GCI's business model in Atlanta, this synchronized approach to the marketplace will leverage synergy among all the Grey units. This approach has been a catalyst in helping GCI become one of the largest agencies in the Southeast.

GCI Group is a leading public relations firm and a wholly owned partner company of Grey Global Group. GCI serves a broad base of multinational clients including Bayer, British Airways, Cap Gemini Ernst & Young, Coca Cola, Dell, Eli Lilly, Intel, Pfizer, RadioShack and Sony Ericsson.

###